

Rhode Island Healthcare Exchange Contact Center  
Comments and Suggested Additional Input to Working Draft  
From Delta Dental of Rhode Island

In addition to what is covered in the “working draft”, the following are our comments:

Performance Metrics/Service Levels for Tier 1.

The RFP should establish standards and evaluate the performance record of all bidders in the following areas:

- Abandoned calls
- Average speed of answer
- Average length of call
- TSF (Telephone Service Factor)
- Calls resolved on first contact
- Calls resolved in the IVR (what is the expectation)?
- Email response turnaround time
- Walk ins
- Chat
- Written communication
- Call volume history including calls per agent

Responsibilities Capabilities and Staff Skills

- The RFP should establish vendor capabilities and experience servicing customers as outlined in the “working draft”: languages other than English, illiterate, reading at or below 6<sup>th</sup> grade level, handicapped.
- Experience triaging calls internally and with external call centers
- Does the call center need to provide walk-in customer service and is this requirement the same for satellite offices?
- Hours of operations required for IVR and live agent contact
- Beyond Tier 1 and 2 support, is the contact center responsible for complaints and appeals?
- Will the call center representatives need to be licensed to help clients with product purchase decisions?

## Security and Privacy

- Authentication – proposing vendor should describe how they propose to authenticate inbound calls from employers, members, authorized individuals to speak on someone's behalf, brokers or others doing business with the exchange?
- Security
  - Physical – describe physical security environment including ability to provide walk-in service, if required.
  - Information – describe desktop and other procedures to protect personally identifiable health information (PHI).

## Hiring and Training of Staff

- Describe education and experience requirements for new hires
- Describe training for new employees and ongoing training for existing staff
- Communicate the importance of basing the call center in Rhode Island and hiring Rhode Island residents into positions (minimum percentage should be specified)
- Will the technology vendor train all contact center representatives or will they employ a train the trainer technique?
- Specify how call center staff will be trained on Medicaid, subsidies, etc.

## Technology Infrastructure

- RFP should contain more information about UHIP technology infrastructure. Perhaps an edited RFP response should be included.
- Does the requirement to record calls also include the recording of screen shots in addition to voice.
- Of the number of inquiries projected in the “working draft” is there an expectation that some of the contacts will be resolved in the IVR without a need to talk to a representative?
- Is there an expectation that the contact center will need to monitor and respond to comments on social media?
- Will the technology provide for the ability to document and retrieve inquiries.
- What reporting capabilities will the contact center have from the technology?
- Specify technology that will be available for hearing impaired.

## Bidder Pricing

- It is important to delineate who pays for development and maintenance of the technology infrastructure. For instance, the telephone system and handsets as well as the computer devices at the desktop.
- It is also important to allow bidders price based on the uncertainties of call volumes. Perhaps a cost per call or a price that would be adjusted periodically if the volumes actually vary from original projections.